

MENTHOL AD (#839288)

*From Philip Morris*

# NICOTINE EXTRACTED REFRESHMENT

HOW NATURE SUPPLIED THE CATALYST FOR  
THE NEXT BREAKTHROUGH IN SMOKING.

Cool, brisk, sparkling water. That's what we used to remove nicotine from the tobacco in the world's first nicotine-extracted menthol.

97% of the nicotine has been removed. Taken away naturally by our patented water process, the same way caffeine is removed from coffee. Leaving our mild, natural tobaccos mild and natural.



But while the nicotine is gone, the brisk menthol flavor is right where you want it.

Making it a distinct, refreshing menthol.

WHAT YOU WANT  
OUT OF A CIGARETTE.

2045723629

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

Available in Lights, Ultra Lights, Regular and Menthol